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UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL ADJUSTMENT ADMINISTRATION
DIVISION OF INFORMATION

June 21, 1940

INFORMATION AIDS FOR RANGE CONSERVATION PROGRAM

Reserve

This folder contains material which will be found useful in outlining information plans for the Range Conservation Program. Two types of material are included: (1) New material which may be adapted to a variety of uses by the States, and (2) samples of material already used effectively by one or more States.

Since copies of material prepared by all States were not available the selected material may or may not be the best samples developed in the range region. However, the samples will furnish ideas that can be developed to meet individual local problems.

Items included in the folder are:

1. Wall chart entitled, "Moderate Stocking Cuts Production Costs." The chart illustrates the results of a range experiment conducted at Miles City, Montana, showing the relation of feed costs to the stocking rate on separate pastures.

2. Wall chart entitled, "Facts About the Cattle Situation." This chart presents, by means of illustration, text and statistics the facts about (a) American cattleman has home market, (b) U.S. beef prices big factor in imports, (c) Cattleman's 1939 income highest in a decade, (d) Facts about reciprocal trade agreements, (e) Canned beef imports not strictly competitive, and (f) Records of cattle numbers reveal no material trend.

3. Six circular letters on topics of interest to stockmen. The subjects are: (a) American cattleman dominates home market, (b) Cattleman's 1939 income highest in decade, (c) U.S. beef prices and imports go up and down together, (d) Canned beef not strictly competitive with U.S. beef, (e) Cattle population record reveals no material trend, (f) Range program makes possible more efficient range production. This material, which is essentially the same as that presented on the chart, may be adapted for a number of uses. The illustrations are simple enough to be duplicated by mimeographing and so may be sent to county and community committeemen. The material itself may be adapted for use in radio notes or news articles.

4. Statistical tables showing cash income from livestock and livestock products and related data on business activity in 17 range States. This information may be found useful in preparing information releases, for discussions at farmer-businessman's meetings, preparation of talks by committeemen and other similar uses.

5. Symbols for illustrating accomplishments in practices. Copies of these have already been distributed through the Extension Service to Extension Editors and State Offices. The symbols offer an opportunity to present a localized picture of progress under the range program. The chart may be used with a picture background.

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6. Background notes on (a) Construction of tanks and reservoirs, (b) Seeding perennial grasses on the range, and (c) Terracing. These notes, distributed to State Offices and Extension Editors, have been used in many States in the preparation of localized news and radio material describing range practices. The principal part of the story must, of course, be assembled locally, but the notes furnish some general material helpful in completing the presentation.

7. Fill-in newspaper story. This article, to be supplemented with local material, forms the basis for developing a news article describing the results of the range program up to the present time. Since different phases of the program have been stressed in different areas, these would be stressed correspondingly in the article. The release has been distributed through the Extension Service to State Extension Editors and State Offices.

8. Lecture notes for film strip, "Frontiers of Grass." Copies of this film strip may be had by writing to division offices, Washington, D.C., or the Regional Contact Section representatives. The strip, consisting of 64 frames, sketches the development of the range from the birth of the western cattle industry down to the present. It shows how range operators participating in the AAA program are protecting the basic resources of the western range and briefly discusses the principal range-building practices of the program.

Other range film strips have been prepared by State Offices. Some of these may be useful in neighboring areas. Information concerning this may be had by consulting the Regional Contact Section representative.

9. Two radio scripts from the Farm and Home Hour radio series, "Today's Soil for Today and Tomorrow." (a) "Managing Western Range Land to Conserve Soil, Water and Grass," and (b) "Range Conservation in Garza County, Texas." These scripts dealing with phases of the range program are examples of how range operators and AAA committeemen can tell over the radio the story of the program by citing their own experiences and the results in their own community.

10. Page from "The Oregon Sunday Journal," Portland, Oregon, May 5, 1940. Several States have found magazines and Sunday papers ready to use feature-type articles on the range program and results achieved under the program. The attached page is an example of this type of material.

11. Two pages from "The Apache County Independent-News," St. Johns, Arizona, January 12, 1940. Newspapers when supplied with articles and pictures have frequently published page lay-outs outlining the provisions of the range program and accomplishments. The Independent-News pages included are examples of how the material was presented in one case. In this case the newspaper took advantage of the opportunity to sell advertising in connection with the special pages.

12. Samples of pictographs in newspapers. The clippings from four newspapers show how pictographs, together with news stories, were used to describe results under the AAA Range Program.

13. Friends of the Land folder. This folder is included because of the selection of quotations it presents. These may be found useful in preparation of material on conservation of the range.

14. "Frontiers of Grass," leaflet No. G-98. This leaflet describes briefly the history of the range, the provisions of the program and the relationship of the range to other sections of the country. Most States have already made a distribution of this leaflet. Since it explains the range program in simple terms it will be helpful to persons who are not closely associated with the range but who are nevertheless dependent upon its welfare.

15. "Give the Range A Chance," WR leaflet No. 301. This is shorter and consequently more general than G-98 and may be found effective for distribution at fairs, farmer-business meetings etc.

16. "The Magic Carpet," leaflet PG-10. Stressing protection of grassland as a protection for cities, this leaflet is directed principally at the non-range person. Many States have made distribution of this leaflet among women's groups.

17. "Ten Billion Little Dams." This is a publication of the Soil Conservation Service but it may be found valuable in AAA work because of its illustrations of several range-building practices.

A copy of these information aids for the range program is being sent to all the State AAA Offices in the 17 range States.

